
INTRODUCTION TO ELECTRONIC BUSINESS

School of Business - Marketing and Management Studies

Course Number:
MGT 2246

Contribution to Program:
Core

Educators:
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Applicable Program:
Small and Medium
Enterprise Management

AAL:
3

Approval Date:
August 2007

Course Hours:
Delivered: 60
Normative: 60

Prerequisites:
None

Approved By:
Maryann Sullivan
Title: Acting Chair

Corequisites:
None

Approved for Academic Year:
2007 – 2008

<p>Co-ordinator: Phil Jones, Room B444c, Telephone Number 613.727.4723 ext. 5433 School of Business Web Site: http://www.algonquincollege.com/business/</p>

COURSE DESCRIPTION

This e-Business foundations course is designed to integrate technology, business, and employability skills to prepare students in the development of doing business over the Internet. The course emphasizes the technology skills necessary to maintain and manage small to medium enterprise (SME) businesses over the Web. This course also explores several of the problems surrounding electronic business and commerce such as security - authentication, privacy - encryption, safeguarding of intellectual property rights, acceptable use policies, and legal liabilities. In addition, the combination of technical, management, and general education in the course help students apply skills in research, critical thinking, communication, teamwork, and problem solving to modern-day business challenges. Upon successful completion of the course, students will have developed an informed understanding of the internet's role in business and of its growing contribution to human understanding and potential.

RELATIONSHIP TO PROGRAM LEARNING OUTCOMES

<p>This is a vocational education course that supports the following vocational program standards:</p>	<p>This course contributes to your program by helping you to achieve the following provincial essential employability skills:</p>
<p>1. Communicate business-related information persuasively and accurately in written and graphic formats.</p> <p>2. Work in a manner consistent with law and professional standards, practices, and protocols.</p> <p>3. Develop customer-service strategies to meet the needs of internal and external customers.</p> <p>5. Apply knowledge of the marketing function to the operation of an organization.</p> <p>8. Apply computer skills and knowledge of information technology to support the management of an organization.</p> <p>9. Take into account the interrelationship among the functional areas of a business.</p> <p>11. Apply research skills to gather and interpret available information.</p> <p>12. Apply creative problem-solving skills to address business problems and opportunities.</p> <p>13. Develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities.</p> <p>14. Apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment.</p>	<p>1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>4. Apply a systematic approach to solve problems.</p> <p>5. Use a variety of thinking skills to anticipate and solve problems.</p> <p>6. Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>7. Analyze, evaluate and apply relevant information from a variety of sources.</p> <p>8. Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.</p> <p>10. Manage the use of time and other resources to complete projects.</p> <p>11. Take responsibility for one’s own actions, decisions, and consequences.</p>

<u>COURSE CURRICULUM</u> <u>Course Learning Requirements</u>	<u>Knowledge and Skills</u>
When you have earned credit for this course you will have demonstrated an ability to:	
1. History of the Internet	<ul style="list-style-type: none"> • History and growth of the internet • Canadian & international contributions to the internet • Existing and emerging internet technologies
2. Understanding e-Business/e-Commerce	<ul style="list-style-type: none"> • Define e-Business & e-Commerce • Describe various categories of each • Describe the benefits and limitations • Discuss the framework of each • Understand the managerial issues
3. Understand Business-to-Consumer (B2C) & Business-to-Business (B2B) models within e-Business	<ul style="list-style-type: none"> • Describe the applications of B2B and B2C • Understand the characteristics of the supplier-oriented marketplace • Distinguish characteristics of the internet-based EDI from traditional EDI • Describe relationships among the internet, intranet, and extranet
4. Understand the fundamentals of e-tail and internet demographics	<ul style="list-style-type: none"> • E-Business in service industries • Advertising and marketing • Human resources & customer service • Market research e-tail strengths and weaknesses from the consumer perspective
5. Understand electronic payment systems and security issues connected with using electronic business	<ul style="list-style-type: none"> • Authorization, authentication & transaction security • Confidentiality • Describe the different types of payment systems • Managing digital currencies internally and externally
6. Understand the legal framework for e-business such as policy and regulatory issues	<ul style="list-style-type: none"> • Evaluate legal issues for electronic business • Understand the difficulties of protecting privacy • Understand various regulatory approaches; customs and taxation; copyrights, patents and trademarks
7. Understand E-Business Strategy and Implementation	<ul style="list-style-type: none"> • Strategic planning for e-Business • E-Marketing techniques • E-Business performance metrics • Privacy, Legal and Taxation issues associated with e-Business • E-Commerce and Small Business

II. Learning Resources

Required Text:

E-Business - A Canadian Perspective for a Networked World (**Second Edition**)

Gerald Trites, J. Efrim Boritz and David Pugsley

Prentice-Hall, ISBN: 0-13-127179-2

On-line Resource: <http://www.pearsoned.ca/trites>

III. Teaching/Learning Methods

During this course you are likely to experience:

- Extensive individual reading and exercise preparation using the textbook, on-line resources, industry articles, etc.
- Online learning
- Self-directed learning
- Sharing information during in class sessions and in a group setting
- Assignments
- Lectures, group discussions, case studies and group work
- Topic presentations by students
- Mid-term exam evaluation
- Online group activities, discussion forums
- Guest Speakers from Industry

IV. Learning Activities and Assessment

Samples of learning activities include:

- Summarizing PowerPoint presentations, reading lecture materials and assignments
- Case studies, lectures, presentations, discussion groups, problem solving exercises
- Identify tasks, establish strategies and implement procedures
- Operate computer applications in areas of word processing, e-mail clients and web browsers

V. Evaluation/Earning Credit

The following will provide evidence of your learning achievements:

Individual Assessments:

Mid Term Exam	20 %
On-line Chapter Quizzes	15 %
In-class Application Work	20 %

***Note:** Reading relating to each module must be completed prior to in-class discussion and exercise work. To be eligible for this application mark, the student must be present in class and demonstrate completion of the following types of application work: active participation in general class discussion, group project presentations, in-class or hybrid research assignment activities, and module topic preparation and presentations for class discussion. Note: each student will be required to work with a team to research and present a key course topic area during the semester. Students must demonstrate and understanding of each concept presented and discussed. The decision about this grade will be at the discretion of the professor.

Out of class Assignments **20%**

***Note:** To be eligible for this mark the student must complete the Part 1-4 eBay Case assignments **(see workload schedule)**. The eBay Case Questions must be answered with original thought.

Group Assessments:

Research project & presentation **25%**

*Individual marks may vary between team members based on output and participation in team activities.

TOTAL 100 %

VI. Prior Learning Assessment

Evidence of learning achievement for PLA candidates will include:

- Portfolio Methods
- Challenging examination covering all major aspects of the course
- An interview
- Assignments and or Exercises

RELATED INFORMATION

Policies and Behavioural Expectations for the Learning Environment

Please see Blackboard for Departmental policies

Students with Disabilities:

If you are a student with a disability please identify your needs to the professor and/or the Centre for Students with Disabilities (CSD) so that support services can be arranged for you. You can do this by making an appointment at the CSD, Room C142, Ext. 7683 or arranging a personal interview with the professor to discuss your needs.

Academic Conduct:

Plagiarism and academic misconduct are serious offences. For further details concerning academic conduct, please refer to the college policy in the Student Guide Book.

Harassment/Discrimination/Violence Policy:

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender- or disability-related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

Electronic Devices:

The use of electronic devices during a class, other than those sanctioned by the course professor, is strictly prohibited. In particular, cell phones are to be turned off and are not to be used during a class. The use of any electronic devices during exams, other than those sanctioned by the professor in charge of the examination, is strictly prohibited.

Students with disabilities, who require electronic devices for their day-to-day functioning and/or exams, are to advise their course professor well in advance. For further information, get a copy of the official policy statements from the Student Association (Directive E39).

Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Software Copyright:

The *Copyright Act* has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are “a fine not exceeding twenty five thousand dollars or to imprisonment for a term not exceeding six months or both”. The maximum penalties for an indictable conviction are “a fine not exceeding one million dollars or to imprisonment for a term not exceeding five years or both”.

Making a copy of a software package for your own use other than a backup copy of a package that you have purchased and which is allowed in your licence agreement would make you liable for the above penalties.

Evaluation of Faculty:

It is School of Business policy that students be given the opportunity to evaluate faculty each semester. Therefore you may be asked to complete an evaluation questionnaire in this or other courses.

Consultation:

If a student is having difficulty with any part of this course, it is their responsibility to seek help. Please do not hesitate to do so.

To contact Laurie Logan with any questions, comments or concerns you may have about this course please send an email to loganl@algonquincollege.com. If you wish to set up an appointment to talk to her in person please call 613-727-4723 ext. 6390 to make arrangements.

To contact Heather Farmer with any questions, comments or concerns you may have about this course please send an email to farmerh@algonquincollege.com. If you wish to set up an appointment to talk to her in person please call 613-727-4723 to make arrangements.

To contact Mike Lemoine with any questions, comments or concerns you may have about this course please send an email to lemoinm@algonquincollege.com. If you wish to set up an appointment to talk to him in person please call 613-727-4723 to make arrangements.